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Colombia a Strong Market for Wisconsin Agriculture

As Wisconsin agribusinesses continue to explore new markets, the Department of Agriculture, Trade and Consumer Protection (DATCP) encourages companies to think Colombia. DATCP recently returned from a successful trade mission to that country.

The mission included one-on-one meetings with qualified buyers, tours and attendance at the AgroExpo trade show. While in Colombia, staff met with customs brokers, regulatory officials and distributors to better understand the market. The group also connected with the largest dairy cooperative, representatives of dairy and beef associations, and the National Livestock Union.

Read more about it [here](#).

Upcoming Events

Global Transportation and Logistics

September 10, Madison Marriott West, Middleton, WI 53562
Major changes affecting global logistics are on the horizon. Your firm needs to be aware of these changes and factor them into your long range strategies. [Register](#) for Madison International Trade Association's event on global logistics and learn how intermodal combinations of truck, rail, ocean, and air that affect the timing and costs of delivery.

Cost: \$25 Special for Members/ \$40 for Non-Members

Make your voice heard: US-EU Transatlantic Trade and Investment Partnership (Roundtable)

September 12, Milwaukee, WI
This is a great opportunity for small- to medium-sized enterprises currently facing barriers in the EU to explain and report these issues to the U.S. International Trade Commission (ITC)! The ITC is studying European Union trade barriers facing U.S. businesses. The study will be used by the U.S. Trade Representative's office to assist with its negotiations with the EU on a wide range of trade policy issues.
Contact: Damian Felton/ Damian.Felton@trade.gov / 414-297-3475

International Feed Buyers Mission to World Dairy Expo

October 1–5, Madison, Wisconsin
The International Feed Ingredients Buyers Mission, being held in conjunction the World Dairy Expo, is a low-cost opportunity to meet one-on-one with qualified buyers from Middle East and Asian countries. U.S. suppliers participating in event will build personal

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contacts with key industry players from these counties, gain market insight and strengthen relationships without the time and expense of overseas travel.

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Food and Agricultural ExporTech™

Manitowoc, WI

1st Session: October 22, 2013 • 2nd Session: November 21, 2013 •
3rd Session: December 12, 2013

ExporTech™ helps companies enter or expand in global markets. The program, over three sessions, assists participating companies in developing an international growth plan, provides experts who will vet their plans, and connects the companies with organizations that will help them move quickly beyond planning to actual export sales. These particular sessions focus on food, feed and agricultural products.

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Export Resources

Prospects for growth in whey processing

Released earlier this year, this report includes a study of investment models and seven specific recommendations for Wisconsin's dairy industry to capture the value of whey. A highlight of the report is a Whey Purchasers Directory, a first of its kind resource that allows dairy entities to access contact information and type of whey products purchased by whey processors.



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